

Exclusive Jewelry "Made in Canada"

Fair time is a good opportunity to call at our establishment and look over the splendid lines of exclusive jewelry we are showing. You may find a diamond engagement ring and it will be known where you can get the best selection and the best value. Also, a slight remembrance from our store in Calgary would be a very suitable gift to your friend.

In dealing with D. E. Black & Co., you are dealing with a firm whose reputation for honest and upright goods is known all over Alberta. The fact that we make most of our solid gold jewelry on the premises adds to show you the newest designs, which benefit by having exceedingly good value, owing to their being direct from the manufacturer to the wearer, have individuality about them not found in stock patterns. We also prepare designs and submit estimates on any special work, such as Trophies, Rings, Metals, Mountings for Rings, Neckties, etc.

Do not go home without our up-to-date Jewelry Catalog which is now ready.

D. E. BLACK & Co., Limited
JEWELERS AND DIAMOND MERCHANTS
HERALD BUILDING - CALGARY, ALBERTA

Save Up—Loosen Up

You have been pretty careful of your money this summer. Now there is a great chance to get a run for it and have a holiday worth while.

CALGARY FAIR

The "Kiosk" Fair, the Exhibition "Unusual" will come for business and pleasure.

JUNE 30 - JULY 7

MILITARY PROGRAMME

His thousand soldiers from all parts of the province will take part in the programme. Drills, marching, music and other features will bring the most interesting to the fair and our own of the fair. (When the day is over, the fair will be a different one from the day.)

MILITARY TATTOO

From 10 a.m. to 5 p.m. each day will be a military tattoo. The tattoo will be the largest event ever put on in the west.

VAUDEVILLE

See the latest vaudeville acts. See the latest vaudeville acts. See the latest vaudeville acts.

E. J. DEWEY, President. E. L. RICHARDSON, Mgr.

Considerable interest is being taken in connection with an important matter of the fair grounds on Wednesday, June 30. The fair grounds are being sold to the fair grounds. The fair grounds are being sold to the fair grounds.

Again, on July 1st the Belgian House of Commons will meet. The fair grounds are being sold to the fair grounds. The fair grounds are being sold to the fair grounds.

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Calgary's Greatest Event

At "The Bay"

For a CHEERFUL FIRE IN YOUR PLACE

Banft Hard Coal BRIQUETTES, 100 per ton

THEY'RE NOTHING BUT THE BEST

LOTT & CO., LTD., Ground Floor, Bk. Bldg.

At "The Bay"

For a CHEERFUL FIRE IN YOUR PLACE

Banft Hard Coal BRIQUETTES, 100 per ton

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LOTT & CO., LTD., Ground Floor, Bk. Bldg.

Whole Stock Thrown on Market at Your Own Price

It's not often that the people of Alberta, Saskatchewan and B.C. get a chance to buy Men's and Boys' Wear at wholesale prices, from the largest stock west of Winnipeg; over \$50,000 of the best bought stock ever in the men and boys of Western Canada. All new goods, with the regular prices as low as most suit stores have to pay. Our regular prices were always the lowest in the west.

OVER 4000 SUITS TO CHOOSE FROM

Every Suit in the big store at two prices—on the north side, \$11.85; on the south side, \$16.85

2452 Men's \$25 to \$40 Suits Going at \$16.85

1856 Men's \$18 to \$24 Suits Going at \$11.85

RAIN COATS

All Men's \$15 Rain Coats..... \$15.00

All Men's \$20 Rain Coats..... \$20.00

All Men's \$25 Rain Coats..... \$25.00

All Men's \$30 Rain Coats..... \$30.00

All Men's \$35 Rain Coats..... \$35.00

All Men's \$40 Rain Coats..... \$40.00

All Men's \$45 Rain Coats..... \$45.00

All Men's \$50 Rain Coats..... \$50.00

All Men's \$55 Rain Coats..... \$55.00

All Men's \$60 Rain Coats..... \$60.00

All Men's \$65 Rain Coats..... \$65.00

All Men's \$70 Rain Coats..... \$70.00

All Men's \$75 Rain Coats..... \$75.00

All Men's \$80 Rain Coats..... \$80.00

All Men's \$85 Rain Coats..... \$85.00

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All Men's \$100 Rain Coats..... \$100.00

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All Men's \$575 Rain Coats..... \$575.00

All Men's \$580 Rain Coats..... \$580.00

All Men's \$585 Rain Coats..... \$585.00

All Men's \$590 Rain Coats..... \$590.00

VOTE "NO" ON JULY 21st

The Government DID NOT Draw up The Liquor Act
The Government DID NOT Approve The Liquor Act
Yet the Government Must Find The Money to Administer it
AND THE FARMERS MUST SUPPLY THIS MONEY

Heavy Taxation for the Farmer

The province does not own its natural resources. Its means of obtaining revenues are by taxation of the people.

For some years the government has taxed cities and favored the farmers. The trend has been along that line. First, in an effort to gain further revenue the government took the hotel license fees from cities and applied them to the provincial revenues. The same method was followed with regard to lines inflicted.

Then came the unearned increment tax, also aimed at the city holders of properties. Next the speculation was aimed at. In every instance the farmer has escaped. He lost no hotel revenue, in fact he gained. He was not taxed as the speculator and city owner was for owning farm lands. These revenues were applied to general revenues, roads, bridges. It was money in the farmer's pocket.

Today the cities are poverty-stricken, and not one but owes millions of dollars in taxes. The urban resident of Alberta can not carry one feather-weight more of taxation.

Today the farmer is the backbone of Alberta. He is the only citizen who is likely to make money for some time. To him the government must now look for financial relief. Taxes are sure to go up, and the Liquor Act, if it passes, will be an added burden. The administration of the Liquor Act will cost, it is estimated, nearly a million dollars yearly. Law suits, detectives, inspectors, informers will require large sums of money to maintain; liquor vendors and clerks in every town will all be on salary paid for by the people.

And the farmers must stand this, for the cities have no more money. They already groan under their taxes and cannot pay. The substantial farmer is the man who will have to produce the cash to make the Liquor Act even possible of administration.

The greatest criminologists say that liquor and crime do not mix. Drunkenness is not a crime in any country of the world. Real criminals do not drink liquor. The dangerous criminal, if addicted to any stimulant, usually is a victim of a drug. In all cities, prohibition or licensed, indigents procure liquor, drink to excess, and break city bylaws. Supporters of the proposed Liquor Act declare this is unlawfulness and these men are criminals. They are not in the true sense. Real criminals seldom drink, and real crimes are seldom caused by alcohol. Sex feelings, covetousness, envy, greed are responsible for more crimes than all the liquor in Canada.

Alcohol, a product of the Soil

An all-wise providence gave to the peoples of the world the products of the soil. Every product of soil which is produced and utilized by the intelligence of man is given us for some good. Every seed of grain that is grown contains alcohol. Every piece of fruit, every root contains alcohol. We take it one way or another. There is as much fermentation and alcohol in bread as there is in beer. The difference is that beer is liquid and bread is solid. Also, another difference is that beer is absolutely germless, while disease can be carried in bread.

Should a farmer refuse to grow grain because it contains alcohol? Should he not devote himself to the raising of livestock? Medical knowledge says that vegetarian diet is most healthful, yet every vegetable contains alcohol. The farmer makes his living by selling his product; he sells at the market where he can obtain the highest price. The malting industries pay the highest; they use hundreds of millions of bushels yearly. In Alberta alone there is two million bushels of barley used in the manufacture of malt every year. Should the farmer refuse to sell his grain because it contains a substance placed there by providence but barred by man-made laws? Do men know better than the Maker of the soil and the products thereof? Because pastry is bad for some people, is it necessary to legislate against flour? If peaches and grapes were not used in manufacture of fermented goods, would the fruit-growers be able to make a living? Because the Methodist Church of Toronto passes resolutions that tobacco should not be sent to soldiers, is that basis enough to stop the growth of tobacco?

What will the farmers of Alberta do when a market for two million bushels of their best barley is removed all at once, and when they must at the same time take up the burden of heavier taxes? Is not the Temperance and Moral Reform League asking the farmer to do injustice to himself?

The latest vital statistics of Alberta which are procurable are those of 1913. In all of Alberta only 27 people died as a direct result of alcohol. These are government figures. Alberta's liquor laws are well administered and well made. They have given satisfaction.

What we may expect when The Liquor Act Carries

(Facsimile of Bill circulated by Prohibitionists)

TOBACCO

The deadly enemy of the human brain.
The foe of human progress.
The subtle destroyer of youthful virtue.
The menace of the Christian Church.
The universal fire hazard.

"THE SMOKER"

Published by Hope Mission, 1766 Washington St., Boston, Mass.

The Mission earnestly solicits funds to scatter this anti-tobacco tract broadcast throughout America.

It is very strange, but authorities state that a majority of the interdicts of Canada come originally from prohibition districts.

In Maine

Maine has been used much by the supporters of the Liquor Act, as a splendid example of the success of prohibition. Maine has been under prohibitory laws for 21 years. And Maine remains a monumental sham, the laughing stock of the truth-seeker and the scoff of the broadminded. The "Prohibition Year Book" contains enough facts to prove this without going to anti-prohibitionists for facts.

Great Britain spends 5,000,000 pounds yearly in soft drinks. Soft drinks bring death by dropsy, gastritis, anemia, Bright's disease.

In 1911 Maine, with a population of 745,371, had 1,304 manufacturing, wholesale and retail liquor dealers paying a special per capita tax to the United States Government. (Alberta population 375,000, has 353 licensed dispensers of liquors. If it goes "dry" it will increase these figures several times. That is one of the usual consistencies of the "prohibitionist" of today.)

As an example of Maine's drinking abilities, a computation was made recently by a Lewiston, Me., paper. Lewiston has a population of 36,000. 12,000,000 drinks per year were sold over public bars, making a rate of 400 drinks for every man, woman and child in the city. If women and children do not drink pretty, then the men must have kept pretty busy.

Is the Bottle on the Licensed Shelf more Tempting to the Boy than the Jug in the Cellar?

The Liquor Act Would Corrupt a Government

Who will pay for Administration of The Liquor Act?---THE PEOPLE

Whose Roads and Bridges will be built by Alberta Money being Spent for Malt and Spirituous Beverages?---OUTSIDE PROVINCES

IS THIS FAIR, JUST, OR TRUE TO BRITISH TRADITIONS?

VOTE "NO" ON JULY 21st